

Amendments to the Specification:

Page 1, immediately after the title, add the following section title and paragraph:

CROSS-REFERENCE TO RELATED APPLICATIONS

The present Application is a United States national phase application of International Patent Application No. PCT/NZ2004/000183, titled "Method and Apparatus for Media Buying," filed August 12, 2004, which claims priority from New Zealand Patent Application No. 527578 filed August 12, 2003; the contents of which are incorporated in this disclosure by reference in their entirety.